



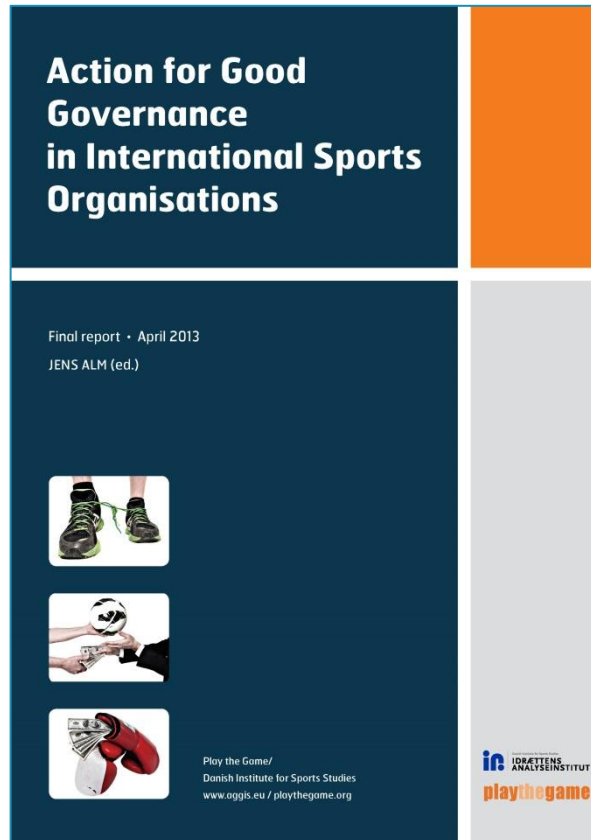
Good governance in international sports

What can the EU do?

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Background



PhD research

A Principal-Agent perspective on good governance in international sports

The European Union as ex-post control mechanism

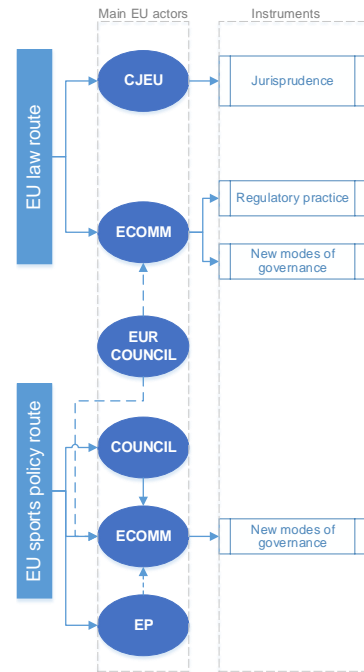
[To be defended on 19 December 2013]

Focus

Hypothesis generating research

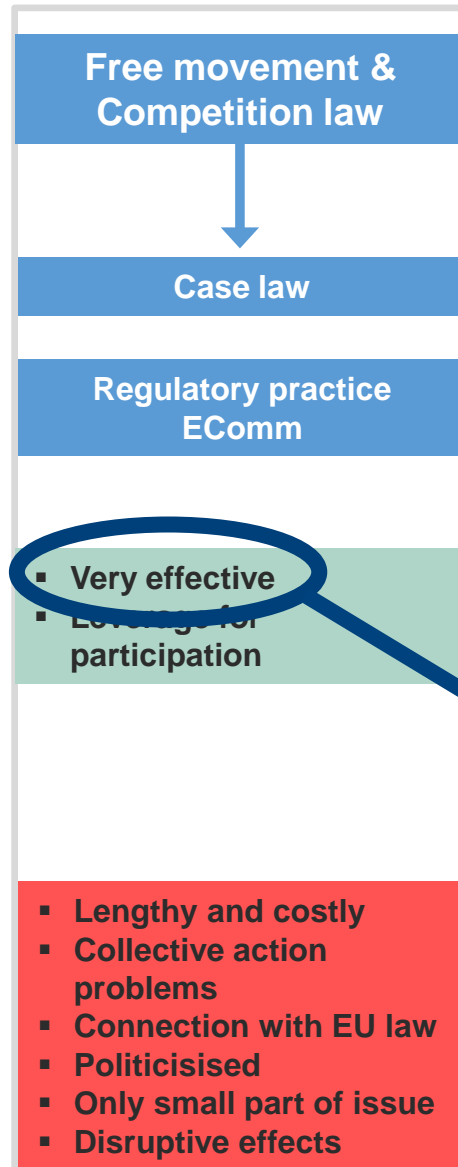


Overview

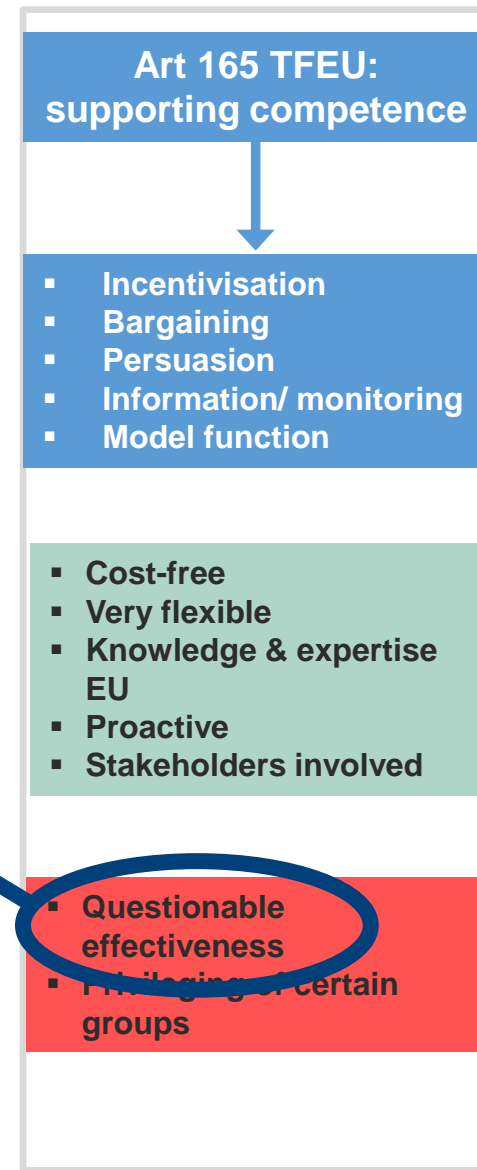


Two routes towards good governance

EU law route



EU sports policy route



Analysing effectiveness

- FIFA/UEFA listen to the EU:
 - **Fear** of regulatory practice and case law
 - **Fear** of indirect regulation
 - Explains: dialogue and good relationship with Ecomm
- Huge potential for the EU:
 - EU can identify themes
 - EU can steer actors in the sports world
 - Hypothesis: Council involvement may increase **fears**



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